GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3306
ANSWERED ON:24.08.2006
TOURISM SCHEMES .
Tripathy Shri Braja Kishore

Will the Minister of TOURISM be pleased to state:

(a) Whether only a few States have been able to tap the immense tourism potential in the country;

(b) If so, the details thereof;

(c) Whether the Government has announced new tourism schemes to attract domestic/foreign tourists during 2006;

(d) If so, the details thereof, State-wise; and

(e) The steps taken by the Government to raise the standard of tourism to world class?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) and (b): As per the data on domestic and foreign tourist visits to States, as received from the State/UT Governments, tourist visits in a few States are very high as compared to few other States/UTs. However, it is felt that with India's vast bounties of nature; its great treasures of art, architecture and philosophical thought; its rich cultural heritage; its rural countryside and wildlife, and practices of Yoga, Siddha, etc. spread among different States, there is immense tourism potential to tap in almost all the States. State-wise details of domestic and foreign tourist visits for the years 2003, 2004 and 2005 are given in Annexure.

(c) and (d): In order to develop tourist infrastructure in the country during the 10th Plan 2002-07, and to promote India as a tourist destination, at present the Government is mainly implementing the schemes of
(i) Product/Infrastructure Development for Destinations & Circuits;
(ii) Assistance for Large Revenue Generating Projects,
(iii) Domestic Promotion & Publicity including Hospitality and
(iv) Restructured Scheme of Overseas Promotion & Publicity. There are no State-wise schemes implemented by the Ministry. However the Ministry provides Central Financial Assistance to States/UTs for development of tourism infrastructure at Circuits/Destination etc.

(e): In order to raise the standard of tourism and to attract foreign and domestic tourists, a number of steps have been taken by the Government, which include:

Development of tourist spots under its various schemes of infrastructure development for tourist circuits and destinations; Focusing on growth of hotel infrastructure particularly budget hotels; Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions; Direct approach to the consumers through Electronic and print media through the "Incredible India" Campaign; Creation of World Class Collaterals; Centralized Electronic Media Campaign; Direct co-operative marketing with tour operators and wholesalers overseas; Greater focus in the emerging markets, particularly in the region of China, North East Asia and South East Asia; Participation in Trade Fairs & Exhibitions; Optimizing Editorial PR and Publicity; Use of Internet and web marketing; Generating Tourist Publications; Re-inforced hospitality programmes including grant of air passages to invite the media personnel & tour operators on familiarization tours to India to get first hand knowledge on various tourism products; and Launching of Road Shows in key source markets of Europe.